

## Message Text

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PAGE 01 SAO PA 00729 251108Z

44

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 USIA-15 /033 W  
----- 087403

R 241945Z MAR 75  
FM AMCONSUL SAO PAULO  
TO SECSTATE WASHDC 6109  
INFO AMEMBASSY BRASILIA  
AMCONSUL RIO DE JANEIRO  
AMCONSUL PORTO ALEGRE  
AMEMBASSY BOGOTA  
AMEMBASSY CARACAS

UNCLAS SAO PAULO 0729

PASS COMMERCE

E.O.11652: N/A

TAGS: BEXP, BR

SUBJECT: ROCKY MOUNTAIN STATES IOGA TRADE MISSION

REF: (A) CARLSON/ALE TELCON OF MARCH 19, 1975

(B) STATE 200473

(C) STATE 247003

(D) STATE 56409

(E) SAO PAULO 0639

1. PER TELCON REF A AND TELEGRAM REF B PORTO ALEGRE WILL  
HOST ROCKY MOUNTAIN TRADE MISSION DURING WORKING DAYS OF  
APRIL 22-23 AND SAO PAULO WILL HOST MISSION APRIL 24-25.  
WE ARE DELIGHTED ROCKY MOUNTAIN MISSION IS MADE UP OF FIRMS  
MANUFACTURING AGRICULTURAL EQUIPMENT AS BRAZIL'S AGRICUL-  
TURE SECTOR IS MOST DYNAMIC MARKET FOR US EXPORTS.

2. SINCE APRIL 21 IS BRAZILIAN NATIONAL HOLIDAY (TIRADENTS)  
STORNGLY SUGGEST MISSION REST DURING WEEKEND OF APRIL 19  
AND 20 IN CARACAS AND TRAVEL TO PORTO ALEGRE ON APRIL 21.  
TO DO OTHERWISE, SPENDING 3 DAY WEEKEND OF APRIL 19-21 IN  
PORTO ALEGRE, WOULD NOT BE PRODUCTIVE.

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PAGE 02 SAO PA 00729 251108Z

3. ADVANCE OFFICER DONALD FRY SHOULD FIRST VISIT RIO BEFORE

PROCEEDING TO SAO PAULO AND PORTO ALEGRE IN ORDER TO CONSULT WITH COMMERCIAL COUNSLOR AND ARRANGE TRANSLATION AND PRINTING OF BROCHURES. PLEASE CABLE FRY'S ETA IN RIO AND SAO PAULO SO THAT HE CAN BE MET AT AIRPORT.

4. PLEASE TRANSMIT ALL MISSION INFORMATIONAL MATERIAL BY IMMEDIATE CABLE TO RIO. WE CANNOT WAIT FOR PERSONAL DELIVERY BY FRY IN EARLY APRIL OF NAMES OF FIRMS AND INFORMATION ON PRODUCTS AND OBJECTIVES. WITH MANY BUYER AND-USER FIRMS LOCATED IN THE INTERIOR OF SAO PAULO, PARANA, AND RIO GRANDE DO SUL, THE MAILING TIME FOR THIS MATERIAL WILL REQUIRE TWO WEEKS BEFORE MISSION ARRIVAL - I.E., NO LATER THAN APRIL 7 OR 8. AT THIS POINT WE DO NOT EVEN HAVE THE NAMES OF THE FIRMS AND RIO NEEDS TO START IMMEDIATELY WITH TRANSLATION, BROCHURE DESIGN AND LAYOUT AND PRINTING IN ORDER TO RELAY MISSION BROCHURES TO SAO PAULO AND PORTO ALEGRE VIA POUCH IN TIME FOR SUCCESSFUL MAIL-OUT.  
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## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**From:** SAO PAULO  
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